



‘CONNECTING 100 TRADITIONAL WEAVERS TO THE EXPORT MARKET’

Monthly Report – May 2012

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**Center for African Women Economic Empowerment (CAWEE)
Addis Ababa, Ethiopia**

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1. Introduction

During the month of May 2012, different activities have been undertaken on the project “Connecting 100 Traditional Weavers to the Export Market” by CAWEE and its partners Sara Garment Designers and Manufacturers and Muya Ethiopia. For the project implementation, the months of April and May 2012, focused on finalizing preparations for the start of the planned training, where many of the activities were started in April and get finalized in May 2012.

The main tasks that were undertaken/finalized in the month of May 2012 are the following:-

- Preparation of Training Equipment/Tools;
- Developing Training Curriculum;
- Purchase of Raw Materials;
- Selection of Potential Trainees;
- Signing of MoUs with Three Companies;
- Preparation of Promotional Materials;
- Project Launch and Press Conference and
- Request for Budget for the Month June 2012.

Eight major activities took part during this reporting period. The first part of this monthly report covers the progress of the work being done on the preparation of the training equipment/tools. The second part focuses more on the task accomplished in the developing training curriculum for the planned two rounds trainings in weaving, both in English and Amharic, since the processes already started in April 2012.

The third component of the report focuses on the development made concerning the purchase of raw materials. During the reporting month, raw material purchase order was given to two companies that are involved in the production of the required raw materials and in this reporting period 50% of what was ordered has been bought and the rest of the order is expected to be collected in the coming month.

On the fourth activity preformed, list of potential trainees, 132 potential trainees (21 women and 111 men) were registered. Among the registered list, the final list of the trainees for the first round training, i.e. 50 trainees (15 women and 35 men) was finalized based on the selection criteria set.

In the preparation of MoUs and signing the documents, the fifth activity CAWEE was involved; MoUs were prepared and signed between CAWEE and three companies to facilitate the project launch and press conference.

On the sixth activity, preparation of promotional materials, all the relevant materials needed for the project launch were developed and prepared.

The project launch and press conference, the seventh activity, was one of the major activities performed during the reporting period. This was a successful accomplishment performed in May 2012.

The eight and the last part of the task accomplished during the reporting month of May 2012 was, budget request prepared for the month of June 2012 and submitted to COMPETE.

2. Preparation of Training Equipment/Tools

In the preparation for the training, besides the preparation of the training curriculum, the core part of the activity is the production of the weaving looms and accessories, which includes the

manufacturing, assembling, production and purchase of loom accessories. The activity of the production of the weaving loom was done by the training wing of the project, i.e. Sara Garment Designers and Manufacturers, where the organization has research based rich experience in producing weaving looms.

This part of the activity accomplished has three components, where the first part is the manufacturing of the hand looms, where 100% of this task is completed. The second component is erection of the hand looms, where this part of the activity is 80% completed and the remaining 20% is expected to be finalized the first ten days of June 2012. On the third component of this activity, i.e. production and purchasing of hand looms accessories, the parts that are expected to be produced are 85% completed and for the rest of the accessories to be purchased, 85% of this task is completed and the remaining 15% will be completed the first ten days of June 2012.

Assuming that all the tasks of the preparation of the training equipment/tools gets finalized the first ten days of June, it is expected to start the first round training, on the second week of June (mid June) 2012.

3. Developing Training Curriculum

The preparation of the training curriculum is developed by the training wing of this project i.e. Sara Garment Designers and Manufacturers, document which will be used for both the two training rounds.

The process of developing the training curriculum was started in the month of April by the expertise led by the owner and manager of Sara Garment Designers and Manufacturers and Muya Ethiopia. The English version of the training manual was finalized in April and the Amharic version of it was planned to be finalized in May 2012 and as planned, the task of preparing this version of the curriculum document in Amharic language is accomplished. So as planned, both the English and Amharic versions of the training curriculum are completed and are ready for use for the training.

4. Purchase of Raw Materials

Raw material is one of the most vital components of the training program. The purchase of raw material is done by Sara Garment Designers and Manufacturers and this task started in the month of April 2012. The first process was giving purchase orders to two manufacturing factories, and in this month from the total of 55 bales 33 bales was order that was purchased at the end of May. The delivery is made at Sebeta Site, where the training will take place.

The remaining 22 bales was order at the start of May and its delivery to the training site is expected to be done in the coming month.

In the preparation for the training, the task of selection and preparation of yarn and warp yarn steaming has already started in this reporting month, where 70% of this task is completed and the rest 30% of the task will be done on demonstration, during the training, at Sebeta training site according to the training schedule prepared by Sara Garment Designers and Manufacturers.

5. Selection of Potential Trainees

Sara Garment Designers and Manufacturers is the main project actor expected to be involved in training and also in the selection of the trainees. In the month of May the selection of the trainees was finalized. End of this reporting month, the registered trainees were 132 (21 women and 111 men) where more than 100% of the task is accomplished.

Out of those who are registered, during this reporting month, 60 (17 women and 43 men) were available for taking pictures for ID (Identity Cards). Even if the first round training will involve 50 trainees (15 women and 35 men) it is planned to have 10 weavers on the waiting list to be able to respond to any drop out, if in case happening.

Following the selection of the first round trainees, training venue lay out and sitting arrangements of the trainees was prepared by Sara Garment Designers and Manufacturers, *(attached to this report)*. In the project document, it is agreed that five master weavers get involved in both the two training rounds. As indicated in the lay out, three master weavers (1 woman and 2 men) where each of them will be responsible to closely work with 16, 17 and 17 trainees respectively are assigned and the rest two senior master weavers will be involved in the overall supervision task of the training.

In the preparation for the start of the first round training, uniforms for the trainees, two for each trainee, is prepared by Sara Garment Designers and Manufacturers.

6. Signing of MoUs with 3 Companies

During this reporting period, the following three MoUs *(attached to this report)* were prepared and signed with the concerned companies:

a. Ensera Plc:

This was a company involved in working on the PR (Public Relations) task of the project launch event that took place on the 18th of May 2012, where the company was able to successfully mobile media crew, both print and electronic media. Based on the MoU signed, the company submitted media coverage report *(hard copy attached to this report is sent through DHL)*.

b. Digital Impressions Plc:

Preparation and production of promotional materials was given due focus in the implementation of the project, where such promotional materials are major tools to pass key messages of the unique project that CAWEE with its partners is implementing. In the preparation for the launch of the project, different kinds of promotional materials like – press release, event program, broacher, event folder, invitation cards, banners of different kinds, etc were prepared.

The company involved in the preparation and production of the promotional materials is Digital Impressions Plc, where CAWEE signed MoU with the company to work together throughout the project phase.

c. Hilton Addis:

CAWEE signed agreement with the Hilton Addis, for the services that the hotel provided during the project launch. This agreement included the services of the Hilton Addis – event room facilities and refreshments.

7. Preparation of Promotional Materials

In the preparation for the launch of the project, different kinds of promotional materials like – invitation cards, press release, event program, broacher, event folder, banners of different kinds, business cards for project staff, etc, were prepared. The write-ups of all the promotional materials was prepared by the CAWEE project staff and the different layout and design tasks were done by Digital Impressions, with continuous proof reading and follow-up form CAWEE's

side. Editorial support and guidance was provided form COMPETE and final approval for printing all the promotional materials was secured form COMPETE's project office.

For references purposes, sample copies of the event folder (which includes – event program, press release, broacher and invitation card) is attached to this report, which is sent through DHL.

8. Project Launch and Press Release

The project launch for “Connecting 100 Traditional Weavers to Export Market” was held on May 18, 2012 at the Hilton Hotel, Addis Ababa. This event was an opportunity to popularize the official launch of the project and to inform all the concerned ones that this particular project is going to bring out tangible results and impact the lives of many who will be the direct and indirect beneficiaries of the project.

Following the official launch of the project, was a press conference where journalists representing both the print and electronic media were present to cover the event. The coverage was a great success, that as planned, the news of the project launch was broadcasted using different media that has reached an estimated figure of 50,000 readers and about 1 million listeners, a figure much greater than what was originally planned. The electronic media coverage mainly targeted the FM radio channels that have wide coverage and good number of listeners where they are expected to reach about 5 million listeners.

The project launch event was a great success, where the presence of invited guests including the American Ambassador to Ethiopia Donald E. Booth, Representative from USAID/COMPETE Steven Humphries, State Minister Ministry of Industry Tadesse Haile made the launch more colorful. All the invited guests including Sara Abera owner and Manager of Muya Ethiopia and Sara Garment Designers and Manufacturing and Nigest Haile the Executive Director of CAWEE delivered their respective remarks and opinions during project launch, *(Key Note Addresses/Remarks Delivered is Attached to this Report)*

The major respondents for the press conference were representatives of the project actors – Sara Abera and Nigest Haile, where the State Minister of Industry Tadesse Haile also joined the project partners in responding to the questions raised by the media team. The event had great media coverage where total number of the invited media was 24. Out of those invited, 19 of the media were present during the launch: form the print media - 6 Amharic and 5 English rapporters, 7 from Electronic and 2 from international media have given large media coverage to the project launch, *(Scanned copies of news papers are attached to this report)*. Apart from the very wide media coverage that the event got, all the activities of the project launch event was video recorded by CAWEE, which was outsourced to a professional company that will be producing the documentary film expected to be produced at the end of the project phase.

All in all, 60 participants, including the media crew participated and took part in the project launch and the press conference, which was a great success.

9. Request for Budget for the Month June

The coming month, June 2012, is the month in which the first round training is expected to start. In this respect costs like – trainers fees, trainees' daily subsistence allowances, including administrative expenses, etc will be incurred.

In this respect, budget was requested for the month of June 2012, amounted to USD 19,780 which is already approved by COMPETE and expected to reach CAWEE-Chemonics account in few days time.

10. Constraints Faced During the Reporting Month

During this reporting month, the major constraint faced was fulfilling the 30% quota of the planned women weavers, which was set at the start of the project. The reason being the hand-loom/weaving sub-sector in Ethiopia is male dominated, finding women trainees who can leave their homes for three month continuous training is seen as a difficult task. But its project partners and CAWEE hope that the already identified and selected women trainees will get on board in the planned training and successfully complete the three months training.

It was originally planned to start the training on June 1st, 2012, but because of some preparatory activities not yet finalized, like – erection of the hand looms and preparations and purchase of some parts of the loom accessories, the project team is forced to push the start of the training to mid June 2012.

11. Conclusion

This monthly report, that covers the period of one month i.e. May, 2012, provides brief summary on the activities carried out during the reporting period by the Center for African Women Economic Empowerment (CAWEE) and its project partner Sara Garment Designers and Manufacturers.

In the reporting period, the project team was involved in eight major activity areas – preparation of training equipment/tools, developing training curriculum, purchase of raw materials, selection of potential trainees, signing of MoUs with three companies, preparation of promotional materials, project launch and press conference and request for budget for the month June 2012.

This monthly report covering the activities of the second month of the project, May 2012, is presented with support documents i.e. annexes, which can further explain the tasks undertaken during the reporting period.

12. Photo Gallery

The project launch of “Connecting 100 Traditional Weavers to the Export Market” attracted the participation of high ranking officials, representatives of different organizations and the media, where 60 participants took part.

Below is extract from the collection of pictures of the launch event:



Before the start of the project launch and press conference



During the Project Launch



The project launch speakers delivering their speeches



Participants of the project launch expressing their appreciation to the project



During the Press conference with the media team



After the press conference